CLAIMS

1.   Arrangement for performing functionality in an electronic device, **c h a r a c t e r i z e d** in that the arrangement includes:

a data storage, including at least one data storage element including instructions needed to perform at least one function in the electronic device, wherein

the electronic device includes reading means for reading the data storage element, the electronic device further including controlling means for performing at least one function defined by the instructions included in the read data storage element included in the data storage.

2.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the data storage element includes a radio frequency (RF) tag.

3.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the data storage element includes a bar code.

4.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the data storage element includes a www link.

5.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the data storage element includes invisible data.

6.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the function to be performed includes performing an operational setting in the device.

7.   The arrangement of claim 6, **c h a r a c t e r i z e d** in that the controlling means is configured to perform the operational setting automatically .

8.   The arrangement of claim 6, **c h a r a c t e r i z e d** in

that the controlling means is configured to perform the operational setting in a tutorial way.

9.   The arrangement of claim 8, **c h a r a c t e r i z e d** in that the tutorial way proceeds in a step-by-step manner, and the controlling means is configured to proceed to a next step when a predefined or user-adjustable time has elapsed.

10.   The arrangement of claim 8, **c h a r a c t e r i z e d** in that when performing the operational setting in the tutorial way, the controlling means is configured to proceed in a step-by-step manner by taking proceed indications from the user of the device.

11.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the instructions included by the data storage element and read by the reading means include a software code portion, and the controlling means is configured to add the read software code portion to an existing software code in the device or the controlling means is configured to replace an existing software code portion in the device with the read software code portion.

12.   The arrangement of claim 11, **c h a r a c t e r i z e d** in that usage of the read software code is limited to a predetermined number of usage times or to a predetermined time.

13.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the data storage includes a user manual for usage of the electronic device.

14.   The arrangement of claim 13, **c h a r a c t e r i z e d** in that the user manual includes a plurality of data storage elements in the pages of the user manual.

15.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the data storage includes a selling box of the electronic device.

16.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that a data storage element includes information for starting an application at the electronic device.

17.   The arrangement of claim 1, **c h a r a c t e r i z e d** in that the electronic device is a mobile phone.

18.   An electronic device, **c h a r a c t e r i z e d** in that the device includes:

reading means for reading at least one data storage element;

controlling means for performing one or more functions on the basis of the read data storage element.

19.   The device of claim 18, **c h a r a c t e r i z e d** in that the controlling means is arranged to start an application in the device.

20.   The device of claim 18, **c h a r a c t e r i z e d** in that the controlling means is arranged to illustrate performing of an operational setting in a step-by-step manner, step transitions being triggered by expiry of a timer or by pressing of a key of the device.

21.   The device of claim 18, **c h a r a c t e r i z e d** in that the reading means is arranged to read a software code portion from the data storage element and the controlling means is arranged to add the software code portion to an existing code base in the device.

22.   The device of claim 18, **c h a r a c t e r i z e d** in that the reading means is arranged to read a software code portion from the data storage element and the controlling means is arranged to replace an existing software code portion in the device with the read software code portion.

23.   The device of claim 18, **c h a r a c t e r i z e d** in that

the reading means is arranged to read a media content from the data storage element and the controlling means is arranged to add the media content to a media base of the device.

5   24.   A data storage, **c h a r a c t e r i z e d** in that the data storage includes at least one data storage element including instructions needed to perform one or more functions in an electronic device.

10   25.   The data storage of claim 24, **c h a r a c t e r i z e d** in that the data storage includes a user manual for usage of the electronic device.

        26.   The data storage of claim 25, **c h a r a c t e r i z e d** in
15   that the user manual includes at least one data storage element on at least one page of the user manual.

        27.   The data storage of claim 24, **c h a r a c t e r i z e d** in that the data storage includes a selling box of the electronic device.

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        28.   Method for initiating functionality in an electronic device, **c h a r a c t e r i z e d** by:
                    reading, by using the device, at least one data storage element from a data storage, the element including instructions
25   needed to perform at least one function in the electronic device,
                    performing, in the electronic device, at least one function defined by the instructions included in the read one or more data storage elements included in the data storage.

30   29.   The method of claim 28, **c h a r a c t e r i z e d** in that the data storage includes a user manual for use of the electronic device.

        30.   The method of claim 28, **c h a r a c t e r i z e d** by the
35   step of locating, in the user manual, a page describing a solution to a problem that a user has encountered when using the device, and

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reading the data storage element residing in the located page to solve the problem at the device.

31.   The method of claim 28, **c h a r a c t e r i z e d** in that the data storage includes a selling box of the electronic device.

32.   The method of claim 31, **c h a r a c t e r i z e d** by the step of locating, in the selling box, a data storage element corresponding to an application at the device, wherein the functionality implemented, upon reading of the data storage element, is starting of an application.